CS-428+828 Final Exam
December 21, 2018, 14:00 – 17:00, CK185
D. Hepting

This is a closed book exam. You must maintain the confidentiality of your examination; do not provide any opportunity for others to copy any of your work. Electronic devices are NOT permitted during the exam. Please turn off and put away all cell phones and other electronic devices during the exam period.

ANSWER ALL QUESTIONS. All answers must be written on this exam in the space provided. You have 180 minutes to complete the exam. Please plan your answers, favour quality over quantity, do not exceed the space provided, and do your best to write legibly. QUESTIONS ARE ON BOTH SIDES OF THE PAPER. This exam contributes 25 percent towards your final grade. The exam is marked out of 54.

Name (printed): _____

Signature: _____

How has your position changed since the midterm?: _____

What was the catchphrase that we considered for this class?: _____

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Q1. (2 marks) What can be said about both a user's experience and a user's mental model?

Q2. (2 marks) What is the relationship between metaphor and mental model?

Q3. (2 marks) What is the tradeoff in using a photograph of an object to depict a concept?

Q4. (2 marks) What is the purpose of creating an empathy map?

Q5. (2 marks) What are 2 reasons to test about 5 users on an interface design?

Q6. (2 marks) Is it the job of a designer to create what their client describes? Briefly explain your answer.

Q7. (2 marks) What is a risk of creating a high-fidelity prototype?

Q8. (2 marks) What is different between testing on a laptop and a mobile (smart) phone?

Q9. (2 marks) What is a lesson from the story of the 6 blind men encountering an elephant?

Q10. (2 marks) Describe the difference between quantitative and qualitative evaluation.

Q11. (2 marks) What guidance does Fitts' Law give us?

Q12. (2 marks) Describe the difference between empirical and analytical evaluation.

Q13. (2 marks) What are 2 reasons to avoid testing an interface with undergraduate Computer Science students when your target users are senior citizens?

Think of my personal website (http://www2.cs.uregina.ca/~hepting/) that you have used this semester and recall one of your most common reasons for accessing that website.

Q14. (2 marks) Describe your reason for accessing the website.

Q15. (2 marks) As an interface designer, what is important to understand from your description above?

Q16. (10 marks) Evaluate the website using the 10 heuristics (listed below) for the described reason for accessing the website.

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

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Q17. (2 marks) I am satisfied for the most part with the new design of my website, and I also realize that some improvements can be made. Based on your analysis above, what is the biggest opportunity for redesign?

Q18. (2 marks) What metaphor can you identify for your task in the present design of the website?

Q19. (10 marks) Sketch and describe a new design of the website to accomplish your task.

Space for rough work.